



# Dimensional Mailers



Dimensional mailers are an innovative form of direct mail and advertising ideas, and we expect to see more brands feature these mailers in their direct marketing campaigns. It's time to think out of the envelope with your advertising ideas. We've seen many brands incorporate this direct mail trend into their marketing strategy, such as Smart, asking their audience to build a recyclable helmet with their direct mailing. Dimensional mailers are renowned for causing a stir on social media, and the right idea can place your brand in front of thousands. You could take inspiration from Smart and ask your consumers to build

something relating to your company, or even just include a promotional package – the opportunities are endless. One thing is certain, however, this will improve response rates.

When looking into advertising for small business, we recommend researching the costs of dimensional mailers, as this direct mail campaign idea can vastly increase postage.

## Augmented Reality (AR)

Marketers around the world are considering augmented reality marketing. If you're not, you need to start doing so. Augmented reality marketing is not just a direct mail trend, but one of the most significant advertising ideas for the future. Pokemon Go created the hype for the trend back in 2017, and the likes of the BBC have jumped on board – building an [AR app](#) for museums, allowing users to explore artefacts virtually. As mobile dominates almost every industry, you need to satisfy consumer demands; where augmented reality marketing comes in. As part of your direct mail campaign, you could add a QR code for your consumers to scan, with an illustration appearing on their phone, for example.

## Multi-Channel Integration

Speaking of the future, you must combine direct mail and digital advertising for the best results. It's no good ignoring direct mail for email marketing, when it has proven results and can increase your response rate by up to 118%. If you would like to expand your audience base, you can't do so by ignoring a large chunk of the market. When it comes to advertising ideas and marketing strategies, this is the one to consider. Multi-channel integration can be achieved relatively easily, by including the likes of a QR code (mentioned above). Creating a custom landing page or specific URL and placing it on your direct mail, encouraging readers to visit your site or discount, is another example of multi-channel integration.

Programmatic mail is a form of multi-channel integration, and allows you to send direct mailing within 12 hours of your consumer browsing your website. The technological advances in direct marketing are phenomenal, and should not be ignored.

## Personalised Direct Mail

Lastly, we cannot forget one of the most important aspects of your company marketing strategy – personalisation. If personalisation isn't on the list of your advertising ideas, you are, essentially, throwing money away. The data is readily available for consumers online, and you can even buy more in-depth data. Today, with tailored ads appearing on your phone and computer, direct mailing should be following suit. Personalised direct mail has proven time and time again that it is effective and improves response rates, and it's one of the most significant direct mail formats of 2018.

If you need any further ideas for your direct marketing campaign and strategy, you can get in touch with one of our team today on 0191 487 5148 or [info@wdmonline.co.uk](mailto:info@wdmonline.co.uk). The live chat service is also available for any questions you may have.